



Our Vision Our Values Our Promise



**BlueCross BlueShield
of Florida**

An independent licensee of the
Blue Cross and Blue Shield Association

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Our Vision

A company focused primarily on the health industry, delivering value through an array of choices.

Our Values

Members are our reason for being.

Our employees are our number-one asset.

We respect individuals and value teamwork.

Continuous learning and improvement are the keys to our success.

All of our decisions will be based on our ethical standards of honesty, fairness, and integrity.



Our Promise

Dedicated to providing caring solutions...

Our business offers us a unique privilege. Day after day, year after year, the people in our community look to us to help them support and protect their most precious of gifts: their lives and the lives of their loved ones. In them, we see our friends, our family, our neighbors, ourselves.

We wear our responsibility proudly and strive to earn their continued respect and trust every day. In our company, they must see strength, experience, and commitment. In our products and services, they must see practical, real-world solutions designed with their diverse and ever-changing needs in mind. In our approach, they must see the ability to make choices. In our people, they must see warmth, action and integrity.

The people we serve must know that we will work with them when they need us most. With us, they must gain the ability to live confident lives.